



## Save the Date for the Next LIVE EVENT featuring Simon Sinek *Start with Why: How Great Leaders Inspire Everyone to Take Action*

**When**  
**October 17, 2012**  
**Noon ET**

Discover the time it will  
broadcast in your  
area [here](#).  
(Use America/New York.)

There is something all great leaders have in common—their ability to inspire people to take action. From Martin Luther King Jr. to Steve Jobs, leaders with the ability to inspire follow the same pattern; their starting point is not the “what” or the “how”, but the “why” that drives them. These leaders all think, act and communicate in precisely the same way and it's the complete opposite to everyone else. They're not driven by what they do, they're driven by *why* they do it.

In this presentation, Simon Sinek, leadership expert and best-selling author, will explain how real inspiration starts with *why*.

### You will Learn:

- The concepts of the Golden Circle—the framework upon which organizations can be built, movements can be lead and people can be inspired.
- How you can find your Why, the purpose cause or belief that drives each one of us, or the Why of your organization.
- How living your Why can help you or your organization be more innovative, more influential, and command greater loyalty from customers and employees alike.
- How to attract people to believe in what you believe, so that together you can work to build the world you imagine.



### About the Speaker

A trained ethnographer and author of *Start With Why: How Great Leaders Inspire Everyone to Take Action*, Simon has held a life-long curiosity for why people and organizations do the things they do. Fascinated by the leaders and companies that make the greatest impact in the world, those with the capacity to inspire, he has discovered some remarkable patterns of how they think, act and communicate. He has devoted his life to sharing his thinking in order to help other leaders and organizations inspire action.

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